



LEO BURNETT U.S.A.

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January 5, 1995

Mr. Giuseppe D'Alessandro
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: 1995 Virginia Slims Menthol Offensive #1 Preliminary Counts

Dear Giuseppe:

This forwards preliminary counts for the 1995 Virginia Slims Menthol Offensive #1 mailing.

Background

The Menthol Offensive #1, scheduled to drop in February, is the first of several planned offensive mailings for Virginia Slims in 1995. The objectives of the mailing are to:

- Generate trial and repeat purchase of Slims key competitive menthol smokers.
- Develop a long term relationship with smokers interested in Slims Club.

Program Elements

The mailing will include the following elements

- Self mailer with
 - Coupons
 - Slims Club Enrollment BRC

Audience Selection

The following criteria was used for these preliminary counts:

Key Competitive Menthol Smokers

- Smokers of Salem, Kool and Newport who are:
 - Female, 21 to 64
 - 100, 120 or Unknown Length
 - Menthol or Unknown Flavor
 - Accessible to Virginia Slims

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Audience Suppression

The following suppression was taken into account:

- Standard Suppression
 - Includes screamers, opt-offs, Florida grandfathered and non-signatured smokers

There will be no geographic suppression used, as there are no offers in this mailing that require geographic restriction.

Count Results

The counts for the competitive group outlined above are provided in the table below:

Audience Description	Prelim. Count
Salem	399,772
Kool	99,819
Newport	40,457
TOTAL	540,048

This count will change slightly by the actual time of the pull due to database updates and NCOA processing.

Next Steps

A pre-pull count will be submitted the week of January 23 for your approval, with the mailing pull currently scheduled for Wednesday, January 25th.

Best Regards

LEO BURNETT U.S.A.


Kathy Kochanek

cc: John Buehler, Connie Bulanda, Tom Claggett - LBCo.

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